

Costs and product experience curve

- High costs because of expensive sensors
- Valuable know-how

Product life cycle

- High-end, highly durable, so a high cost is justified

Response to demand

- High demand expected

Pricing

1000 €

Legal framework

- No special regulations

Company objectives

- Market ourselves as a company that sells quality
- Market profit

Market and competition

- No one is making the same product, so we can have a big margin